

Original Research Article

## Study on cross platform communication ability of broadcasting and hosting in the context of all media

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**Abstract:** In the era of all-media, profound transformations in the media ecology have placed new demands on the core competencies of broadcasting and hosting professionals, with cross-platform communication capability emerging as a key quality for practitioners to adapt to and lead industry development. Based on the macro-background of the current deepening development of media convergence, this paper systematically elucidates the new challenges faced by broadcasting and hosting work in the all-media context, including the diversification of communication subjects, the complexification of audience roles, and the fragmentation of content production. The core of the article lies in its in-depth analysis of the connotation of cross-platform communication capability, defining it as a comprehensive literacy that transcends traditional single-medium skills. Building on this foundation, the paper focuses on the constituent core elements of cross-platform communication capability, systematically summarizing them into three dimensions: the capability for in-depth cognition and precise adaptation to platform characteristics, the capability for free switching between multiple language styles and impromptu expression, and the capability for user community operation and personal brand construction, while providing an in-depth interpretation of the connotation and value of each element. Furthermore, from the dual dimensions of talent cultivation and industry practice, the article proposes feasible paths to enhance this capability, advocating for the construction of a curriculum system that integrates cutting-edge media theories with all-media practical training, strengthening practitioners' awareness of lifelong learning and deep cultivation in vertical fields, and calling for the industry to improve evaluation mechanisms and build communication platforms. The research concludes that the systematic construction of broadcasting and hosting professionals' cross-platform communication capability and the cultivation of its core elements are not only intrinsic demands for individual career development but also crucial supports for enhancing the communication power, guidance power, influence, and credibility of mainstream media in the all-media era, holding far-reaching significance for promoting the transformation, upgrading, and sustainable development of the broadcasting and hosting industry.

**Keywords:** all-media; broadcasting and hosting; cross-platform communication capability; core elements; media convergence

## 1. Introduction

Driven by the powerful momentum of the information technology revolution, the all-media communication landscape has shifted from a futuristic vision to a vivid reality. Emerging media platforms have sprung up like mushrooms after the rain, profoundly reshaping the production, distribution, and consumption of information. This transformation has had a disruptive impact on the traditional broadcasting and hosting industry, as hosts who rely solely on conventional media such as radio and television are seeing the reach of their influence sharply curtailed. Therefore, an in-depth study of the components and cultivation mechanisms of cross-platform communication competence for broadcasting and hosting under the all-media context is not only a theoretical necessity to respond to the challenges of the era and promote disciplinary development, but also a practical imperative to guide frontline practice and enhance the core competitiveness of media professionals.

## 2. The evolution of the broadcasting hosting ecosystem in the all-media era

### 2.1. The proliferation of communication subjects and the reconstruction of the host's role

In the traditional media era, broadcasters and hosts were scarce resources who underwent professional training and spoke on behalf of media institutions, enjoying high discourse power and public trust. However, the advent of the all-media era has broken down professional barriers. The rise of social media, short video

platforms, and live streaming applications has enabled everyone to become a communicator, leading to an unprecedented proliferation of communication subjects. A large number of self-media creators and online streamers have entered the public eye, rapidly capturing user attention with their personalized and down-to-earth styles. This "decentralized" communication landscape forces traditional broadcasters and hosts to reassess their own positioning. They are no longer merely "audio translators" of texts but need to transform into "charismatic personalities" with individual recognition. In the vast ocean of information, they must rely on their professional language skills, profound humanistic qualities, and unique personal styles to rebuild the bond of trust with their audiences. The reconstruction of the host's role signifies a substantial broadening of their work boundaries, extending from simple broadcasting and hosting to multiple dimensions such as content planning, fan interaction, and brand operation.

## **2.2. Transformation of audience roles: From passive recipients to active participants**

In the all-media environment, the role of the audience has undergone a fundamental transformation. New media technologies have granted users unprecedented rights of choice, expression, and participation. They are no longer passive recipients of information, but active seekers of information, evaluators of content, and even secondary disseminators. Through comments, likes, shares, and bullet-screen interactions, audiences can engage in real time with hosts and other users, deeply participating in the production and dissemination of meaning. The rise of this "participatory culture" requires broadcasting and hosting practices to shift from one-way transmission to two-way communication and multi-directional interaction. Hosts must develop a strong user-oriented mindset, be highly sensitive to audience needs and emotions, and regard interaction as an essential component of content, guiding discussions and building consensus through communication.

## **3. Core elements of cross-platform communication competence in broadcasting and hosting**

### **3.1. In-depth understanding of platform characteristics and adaptive capability**

The primary core element of cross-platform communication competence lies in a deep understanding of the communication characteristics of different media platforms and the ability to adapt precisely to them. In the all-media era, various platforms such as Weibo, WeChat, Douyin, Kuaishou, Bilibili, and Xiaohongshu have emerged, each possessing distinct communication logics, content ecosystems, user profiles, and discourse systems. Weibo emphasizes publicity and immediacy, serving as a public arena for the incubation of hot topics and the exchange of opinions; WeChat relies on acquaintance-based social networks, focusing on content depth and service-oriented functions; Douyin and Kuaishou are driven by algorithmic recommendations, prioritizing sensory impact and emotional resonance within a short time; Bilibili, by contrast, is characterized by strong subcultural communities, emphasizing a sense of belonging and interactive rituals<sup>[1]</sup>. To achieve effective cross-platform communication, hosts must first become "deep interpreters" of these platform characteristics, capable of keenly identifying their communication rules and cultural sensitivities. On this basis, hosts must also develop strong content "transformation" abilities—flexibly restructuring the same core message according to the discursive requirements of different platforms. This ensures that content aligns with the fast-paced, concise style of Weibo, meets the in-depth demands of WeChat official accounts, and integrates seamlessly into the entertainment-oriented expressions of Douyin. Such precise adaptation based on platform characteristics is a prerequisite for smooth content circulation and resonance across platforms, and a key indicator of a host's foundational cross-platform competence.

### **3.2. Flexible switching among multiple discourse styles and improvisational expression ability**

In all-media communication scenarios, hosts frequently move across different platforms and content formats, which places high demands on their multidimensional command of language expression. The relatively uniform and standardized broadcasting style of traditional media can no longer meet the expressive needs of emerging formats such as short videos, livestreams, and vlogs. Cross-platform communication requires hosts to master a diverse "toolkit" of discourse styles, enabling seamless transitions among formal and rigorous news delivery, friendly and natural social media sharing, humorous and engaging livestream interaction, and calm, introspective cultural narration<sup>[2]</sup>. Particularly in livestreaming contexts, when faced with rapidly scrolling comments and bullet-screen messages, hosts must demonstrate outstanding improvisational speaking skills—quickly capturing information, understanding audience emotions, organizing language, and responding appropriately. This

transforms one-way output into two-way or even multi-directional real-time interaction. Improvisation here is not merely about linguistic fluency; it also incorporates emotional warmth and situational intelligence, requiring hosts to guide topics, shape the atmosphere, and maintain relationships in real time. Mastering diverse discourse styles and switching fluidly across contexts is a core skill for establishing affinity and trust with audiences across platforms.

## **4. Pathways to enhancing cross-platform communication competence in broadcasting and hosting**

### **4.1. Innovation in talent training models: Building an integrated "theory + practice + all-media" curriculum system**

As the primary base for cultivating broadcasting and hosting professionals, universities must proactively adapt to industry transformations and carry out in-depth reforms of existing teaching models. The traditional training model—Centered on standard pronunciation and articulation, with traditional radio and television as the sole career outlet—Is no longer sustainable. The new curriculum system should shift from a "single-track" to a "composite" model. While consolidating foundational skills such as language proficiency and journalistic literacy, it should significantly expand theoretical and practical courses related to all-media communication. At the theoretical level, courses such as Online Communication, Introduction to New Media, Media Convergence Studies, and Audience Psychology should be introduced to help students understand the underlying logic of all-media dissemination<sup>[3]</sup>. At the practical level, core modules should include short video production, social media operations, livestreaming techniques, data analysis, and personal IP development. Students should be encouraged to manage their own social media accounts, exploring platform-specific mechanisms and strategies through hands-on practice. By adopting a "learning by doing and doing by learning" approach, students can acquire preliminary cross-platform practical experience before graduation, thereby shortening the transition period from campus to workplace.

### **4.2. Professional self-iteration: Embracing lifelong learning and deepening vertical expertise**

For in-service broadcasters and hosts, enhancing cross-platform communication competence hinges on self-iteration and proactive transformation. First, they must embrace the concept of lifelong learning and maintain an open mindset toward technological advancements and evolving communication forms. This includes actively learning new software tools, studying algorithmic recommendation systems and user profiling on emerging platforms, and even exploring the potential impacts and opportunities brought by cutting-edge technologies such as AIGC in content production. Second, they should identify one or two vertical fields based on their professional background, interests, and accumulated resources, striving to become "expert hosts" in those domains<sup>[4]</sup>. Whether in automobiles, beauty, finance, or culture and history, focusing on vertical domains helps build unique cognitive advantages and attract targeted audiences, thereby forming differentiated competitive strengths in cross-platform communication. The integration of professional depth with all-media breadth is an effective strategy for standing out in an era of information overload.

## **5. The profound impact of enhancing cross-platform communication capabilities on the development of the broadcasting and hosting industry**

### **5.1. Reshaping industry value: From information channel to value hub**

When broadcasters and hosts generally acquire cross-platform communication capabilities, the value positioning of the entire industry will undergo profound transformation. In the all-media era characterized by information overload and the difficulty of distinguishing truth from falsehood, public demand for high-quality content, professional interpretation, and emotional connection has become even stronger. Highly qualified hosts, relying on solid professional expertise, credible reputations, and strong cross-platform connectivity, can effectively filter, integrate, and interpret information, playing the role of a "stabilizer" and "adhesive" in a diverse public opinion landscape. They are no longer merely channels for information transmission, but have become "value hubs" that connect mainstream values with public emotions, bridge professional knowledge with everyday life, and link different social groups and communities. This enhancement of capability will further highlight the irreplaceability of the broadcasting and hosting industry in the all-media landscape, while reshaping and elevating its social value and influence.

## **5.2 Expanding professional boundaries: Creating diversified development paths**

The development of cross-platform communication capabilities has greatly expanded the career space of broadcasting and hosting professionals. In the past, career paths for hosts were relatively limited, typically progressing within institutional media from junior to senior or chief positions. Today, with personal influence and content creation abilities accumulated across all-media platforms, hosts can explore more diversified career trajectories. They can become independent content creators, building and operating their own IP portfolios; transform into leading livestream e-commerce hosts to realize commercial value; act as "super connectors" between brands and users, demonstrating their expertise in public relations, marketing, and consulting; or return to traditional media, empowering it with advanced all-media literacy and leading content innovation. The expansion of these professional boundaries not only provides individuals with more opportunities to realize self-value, but also injects continuous innovative vitality into the entire industry.

## **6. Conclusion**

In conclusion, the rapid evolution of the all-media environment has driven the broadcasting and hosting industry into a phase of transformation. Cross-platform communication ability is no longer optional but a core competence essential for professional development and industry progress. Its development involves multiple aspects, including communication concepts, content production, interaction methods, and personal branding, requiring joint efforts from education, industry, and individuals.

For practitioners, adapting to change, strengthening cross-platform skills, and enhancing audience engagement are key to seizing new opportunities. This enables a shift from traditional announcers to all-media communicators, contributing to the development of mainstream media and better meeting public cultural needs.

## **About the author**

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